What have we heard them say? What can we imagine them saying?

Thinks What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



EVERY YEAR WE HAVE TO INCREASE THE CHEMICALS WE USE TO INCREASE THE PRODUCTION

IT TAKES A LOT OF MONEY TO SWITCH FROM INORGANIC TO ORGANIC FARMING.

ORGANIC PRODUCTS ARE VERY COSTLY WHO WILL BUY FROM US?

> CHEMICAL BASED FARMING IS NOT GOOD BUT WHAT CHOICE WE HAVE?



INDIAN FARMERS

Short summary of the persona

NOT MANY PLATFORM TO SELL DIRECTLY TO THE CONSUMERS.

SMALL FARMERS CAN'T AFFORD PACKAGING AND MARKETING

REDUCED EXPOSURE TO PESTICIDES ARE CHEMICALS.

BETTER SOIL QUALITY.

BETTER TASTING FOOD.

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



